



Serial No. 10/682,435
Attorney Docket No. 10551/514

**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE**

Declaration For Utility Patent Application

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE ORIENTATION**, the specification of which was filed on October 10, 2003, as Application Serial Number 10/682,435.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by an amendment, if any, specifically referred to in this oath or declaration.

I acknowledge the duty to disclose all information known to me which is material to patentability as defined in Title 37, Code of Federal Regulations, 1.56, including, for continuation-in-part applications, material information that became available between the filing date of the prior application and the national filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under Title 35, United States Code, 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

None.

I hereby claim the benefit under Title 35, United States Code, 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, 112, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

10/438,923, filed May 16, 2003
10/285,639, filed November 1, 2002
10/137,357, filed May 3, 2002
09/767,846, filed January 24, 2001
09/418,752, filed October 15, 1999
09/304,051, filed May 4, 1999

I hereby claim the benefit under Title 35, United States Code, 119(e) of any United States provisional application(s) listed below:

60/418,626 filed October 12, 2002
60/428,387 filed November 21, 2002
60/429,044 filed November 23, 2002


I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Please address all correspondence to Customer Number 23838

Attention: William E. Curry, Esq.

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Full Name of 1st Joint Inventor: Ronald D. BLUM

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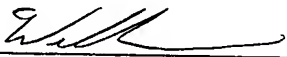
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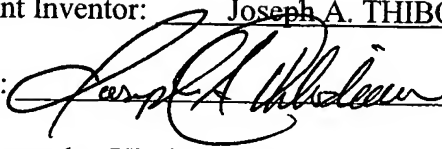
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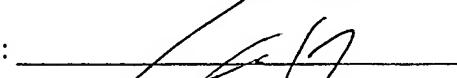
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